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# The Promo-Cal Windows Calendar Program

## Get Visitors To Return to Your Site - **GUARANTEED!**

**Trying to make your advertising dollar go further?** Think promotional software. It's no coincidence that there are so many programs out there - people like FREE products. One popular download site reported 7 million downloads of programs in one week - and that was just the 'top 25'!

**With your customized Promo-Cal** Windows Calendar, your customer's interest in quality free software benefits you - they use it, they like it, and they keep using it. And your name and contact information is always there!

## Repetition is the Key to Sales

According to advertising authorities like Jay Levinson, people need to see your advertisement a minimum of 9 times before they actually decide to buy - and sometimes as high as 27 times! Effective, repeated **advertising that doesn't get people offended is hard to come by on the Internet.**

**Banner ads? Ignored. Emails? Trashed. Quality email lists? Expensive.** At a cheap rate of ten cents per email, expect to pay around one to three dollars to repeatedly contact people - and they *still* may not buy!

Instead, look at the Promo-Cal calendar. Customers run it on their desktops every day to enter their notes, and rerun it constantly to check them. **All that time,**

## What's the Promo-Cal Calendar?



### It's a master advertising tool!

Customers can enter daily notes, and check on them at any time. Your logo or company name is always visible on the main display, with your company information only a click away. The integrated website button makes it easy for clients to visit your site for more information. So every time a customer uses this program, you are there, ready to sell!

**It's inexpensive.** Compare its price against repeatedly emailing customers over the course of a year - and expect most to be discarded. Try personalizing a pen or pencil with a couple lines of text - and then pay still more to ship it! With Promo-Cal, a single setup fee is all you pay - ever. You get a product that promotes you to customers every single time they use it. And you get a product that is ROYALTY-FREE - you pay no additional charges, no matter how many you give away. Try that with pens!

**It's easy to use!** Think about it - how often have you given up on a

**your company's logo is visible - making an impression.** And when they click on your company button, you have 200 words to tell them about your company and products.

## Keep Them Returning...

Not only that, but there's a website link to take them to your web page, where you can continue the discussion. Use that page to welcome customers, offer 'members-only' specials, poll them, or whatever you wish - and change it often so they keep coming back!

**Where else can you get this kind of Internet advertising without breaking the bank**, or offending someone?

## Make Customers Out Of Browsers

**Promo-Cal turns visitors into customers.** Visitors come and go to sites anonymously - that's the beauty of 'browsing'. But **put a free quality download on your website, and they'll show themselves to accept it!**

Offer it as a free gift for enrolling in a newsletter, and you've made them into clients. Give it to a customer as a 'thank you', and you've built customer loyalty and brand awareness. And once they're using the program, you have many more chances to sell - 365 days a year!

## Our Promise To You

We want you to feel *absolutely* comfortable about ordering our product. And with our 30-day trial, you WILL - if you decide you don't want it, **FOR ANY REASON**, just let us know, and we'll give you a 100% refund!

**We're that confident** that once you've actually put it on your website, once you've heard from clients using it, and once you've seen the benefits of increased traffic, you'll realize that **the Promo-Cal calendar is the best inexpensive advertising you'll ever buy!**

complicated program? You're not alone - and so we make sure Promo-Cal is easy to use, with a simple display, legible buttons, and 'just enough' features to get the job done. We even have a built-in help page, and a website link to take them to our help page, so WE do the troubleshooting instead of you!

**It's solid and reliable.** You won't win any clients with buggy software. In contrast, our product has been in continuous use since 1996, and runs on Windows systems as old as Windows 95 on up to Windows XP, RELIABLY. It's small (easy to distribute via email or on a floppy disk), carefully coded, and tested and upgraded every year to keep pace with old and new Windows versions.

***Promo-Cal is quality advertising to targeted customers - at a bargain price!***

## The Clock Is Ticking...

Just think - every day you wait is a day that the Promo-Cal calendar *ISN'T* downloaded from your web site by interested visitors, and doing its job of advertising. Remember, **if you want to make sales this season, the time to start building client awareness is not tomorrow - it's today!**

*So don't delay.* The links at the bottom of this page give you more information (such as styles and the order form). Look them over. Try the easy to use demo. And ***place an order - today!***

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### ***For more information...***

**Download Our Demo and see why your customers will *enjoy* using it!**

**View Product Styles and choose from our ready-to-go styles...**

**Custom Designs ...or make a product *uniquely* your own!**

**F.A.Q. where you'll find the answers to your product questions.**

**Place a Promo-Cal Order with our convenient online order form.**

**Distribution Information give it away or sell it - your choice!**

**Main Promotions Page to view our other promotional software products.**

***Questions? Click here to email us***



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